Social Outlooks on Agriculture

Introductory Statement

Objectives, General.

The A. A. A. thrust over three million farmers into a series of action programs which they engaged in voluntarily without knowing too well just what the conditions were which made them necessary, nor what might be expected to follow as a consequence of engaging in these action programs.

In one sense, this projected educational work is an attempt to rationalize the A. A. A. action programs. But the work should go beyond this and seek to evaluate the social results so that the action programs may be continually improved.

Objectives, Specific.

1. To make farmers aware of the social-economic situation -- the facts and principles which are vital to their success as producers and to their usefulness and happiness as citizens in a democracy.

2. To provide a scheme of organization which will make it possible for farmers in small study groups to study their own social-economic problems and arrive at their own conclusions.

3. To hold schools for instructors at which the broad philosophical, social-economic and agricultural concepts upon which the program of education will depend, may be introduced and discussed.

4. To prepare outlines and syllabi and other instructional material for the use of instructors and study groups.

5. To set up a continuing organization at Washington, which will constantly renew initiative among local and regional groups and replenish the stream of ideas which flow between them and the organization.

Ways and Means.

1. Personnel.

   a. A central headquarters group to formulate programs, organize schools of instructors, prepare and distribute materials and administer the work.

   b. An instructional and contact group, made up of instructors in agricultural colleges, extension workers, county agents, county control committees, and others specially equipped to contribute to the educational program.

   c. Regional, state, county and township study-group leaders.

2. Programs.

   a. Preparing content syllabi for the philosophic, social-economic, agricultural and organizational phases of the program.

   b. Developing materials for instruction: outlines and syllabi, books and pamphlets, bibliographies, charts and pictures, etc.

3. Administration.

   a. Decentralizing as far as possible the responsibility and initiative for conducting the programs.

   b. Facilitating the work as a clearance house and liaison agency.

Social Outlooks on Agriculture

I. Agricultural Development in the United States has, in the past, been marked by two outstanding periods.

A. Extensive Settling of the Land.

1. A major world migration and political colonization.

2. The exploitation of vast regions of virgin land.

3. Creation of property capital values by:

a. Increasing productivity.

b. Increase in land values because of increase in surrounding population.

Henry Wallace: "A man could lose money on paper until he was 60 and still retire with enough to live on for the rest of his life".

This period of extensive development culminated in the 1890's with the last settlements of the public domain.

There was a temporary revival during the World War, when 30 million new acres were planted in wheat.

B. Intensive Cultivation of the Soil.

1. A production program, sponsored largely by agricultural colleges: "Making two blades of grass grow where only one grew before".

a. Conservation, soil building and land use programs.

i. Erosion control, directly by reforestation, waterway developments and mechanical terracing; and indirectly, by crop-control measures and encouraging increased grass and fallow acreage.

In the U. S. A., some 21 million acres of land, once tillable-exceeding the total arable land of Japan--have gone out of cultivation because of erosion.

ii. Soil building, by liming, fertilizing and rotation of crops.

Depletion of land, the removal of plant food in the form of crops and animal products with inadequate return, is as serious as erosion; the results are abandoned farms, loss of equities to owners, and endangering mortgage values.

iii. Public repossessing of non-agricultural or sub-agricultural land for park purposes.

Not only does such land generate a way of life which should not be tolerated, but it also affects the earning power of other land.

iv. Taxation schedules adjusted to the uses of land: encouraging pastures and forests.

Conservation of the optimum productive capacity of the soil is as important in this situation as Adam Smith's thesis that the "Wealth of Nations" resides in the productive capacity of the people.

b. Development of better-quality stocks; the lack of this objective in industrial production being one of the most serious criticisms of labor-union policy.

i. Utility values: nutrition, keeping qualities, adaptability to processing use, grading.

ii. Appearance and attractiveness: grading, flavor, color, packaging.

iii. Cleanliness and sanitation: packaging, freedom from contamination of disease and spray materials.

c. Farm management.

i. Cultivation: liming, fertilization, crop rotation.

ii. Economy: increasingly low unit cost of production by proper choice of crops and by efficiency, with a view to constantly decreasing prices.

This work must go on, even when increased attention is given to the additional, supplementary, factors, economic and social.

Research must be followed by practical application.

i'. So, Faraday led to Marconi and Edison; Mendel.

ii'. The reverse also occurs: Theobald Smith's work on splenic fever.

2. The market situation.

Every merchant and factory manager produces or buys only the amount which he thinks he can sell.

a. Prior to the World War we were approaching a domestic basis of production and consumption.

i. Population increases, largely through immigration, had absorbed increased productivity.

ii. Discovery of gold in California and Alaska had considerably neutralized the price effects of increased productivity resulting from invention of farm machinery.

iii. Industrial developments had shifted balance of consumption from rural to urban areas.

iv. Foreign indebtedness resulted in paying interest charges with exports, largely of farm products.

But this debt was being paid off.

b. During the War, and up to 1923, this trend was reversed.

i. The demand of Europe for raw materials absorbed: 1/2 of our production of cotton, lard and tobacco; 15% of our wheat; 18% average.

ii. Increased productivity in the U. S., under this stimulus, made us again produce relatively more than the rest of the world.

c. More recently, our export market has declined.

i. We changed from a debtor to a creditor nation.

Before the War, $200 millions annually were paid out in interest; after the War, $500 millions annually were paid to us as interest; today, $1 billion per annum is owed us as interest.

ii. Other world areas have gone into cultivation: wheat, cotton, etc.

Hence, the present need of balancing production to consumption, especially quantitatively and with respect to the domestic market.

"The Ever-normal Granary": domestic needs for a desirable substance level, plus foreign market demands.

Henry Wallace (June 20, 1933): "Our march of pioneer conquest, if you examine it candidly, was not unreservedly glorious. We have worked too hard in this country. It was a new country, ours for the taking; so overwork was natural. We made a virtue of intemperate greed and effort.

The youngest of us who grew up west of the Alleghenies, on farms less than a century subdued, know all too well how bitterly some of those largest, finest farms were cleared and won. Many a pioneer patriarch wore down and killed two or three wives by the time that, having progressed in ownership from a quarter section to two or more full sections, and loans to half a township, he died. And that was not the whole story of his triumph. He often made slaves, perfectly legally, and with sanction of church and society, of his children.

And he himself died, very often, before he or his family had learned how to live. A country was here to be occupied and subdued. Toil was holy. It was wrong to sit in the shade and dream; it was wrong to go fishing in working hours; it was wrong in thousands of farming communities for a farm family to stop overworking and gorging the market. It still is considered a little shameful in thousands of communities for a farm family to burn gas on a pleasure trip to the sea, or up into the mountains for a week or so.

Those returns often were dearly bought: health was broken; imagination was stunted by endless drudgery; children came into the world crippled and weakened because their mothers in carrying them had worked too hard. It is time that we turn our minds around and learn as individuals to value and to improve ourselves. We shall see that it pays to sow less, and take better care of it, and take better care of ourselves and our children. We shall learn to rest part of our land, and to rest ourselves part of the time.

I do not think that we shall have to plan or organize the new leisure which an organized turning away from headlong pioneer expansion of enterprise will bring to America. The thought of organizing another man's or woman's private and personal existence is repugnant to me. But I think that all men and women should have the chance to do and think and dream as they please part of the time; not for money, not for fame, but simply because they want to; and I believe that most of us, once the opportunity is offered, will discover within ourselves a wide variety of stimulating and pleasant things to do."

II. The Present Agricultural Situation.

C. Conserving our Economic Solvency by Maintaining "An Ever-Normal Granary".

1. Obtaining a favorable economic environment.

a. Foreign policy.

i. Prevention of war.

ii. Adjustment of foreign debts.

iii. Regulation of the tariff.

These last two problems are interrelated -- payment of foreign indebtedness and retaining a high tariff are incompatible -- and both profoundly affect the export of farm products. Secretary Wallace: "America Must Choose".

iv. Reduction of international trade barriers: tariffs, import quotas, processing restrictions, exchange controls, import monopolies.

This will enable the American farmer to exercise his natural advantage in the production of certain basic products for export: cotton, hogs, tobacco, wheat.

b. Stabilizing the general price level, in order to place chief emphasis on efficient production and distribution methods.

i. Control of the monetary system.

ii. Banking and credit regulations: diversification, long-term vs. short-term.

iii. Reducing the boom-and-depression extremes of the business cycle.

c. Transportation and Power.

i. The need of coordinating the railroads, highways, waterways, air transport, and terminals.

ii. Rate structures must be established, not solely on cost of service, but especially with reference to the economic ability of the shipper and consumer to pay for the product to be transported.

d. Taxation.

i. A redistribution among: general property, income and wages, inheritance, sales.

ii. A graduated schedule based on land use.

2. The commodity price problem: to the economist, "production control" is meaningless apart from price considerations.

a. Where demand is highly elastic, as in the case of luxuries--automobiles, radios, etc. -- the law of supply and demand operates in a socially satisfactory manner.

Use and enjoyment are conditioned by the degree of economic productivity of a nation and its individual citizens.

b. Where demand is relatively inflexible, as in the case of food, production control becomes necessary in order to stabilize prices; the "domestic allotment" plan of M. L. Wilson.

i. Too frequently a smaller total income has been derived from a bumper agricultural crop than from a short crop.

In 1933, when the new wheat crop was 250 million bushels short, the Chicago wheat price was 13¢ above the Liverpool price; the usual is 15¢ below.

ii. The difficulty of the annual lag in agricultural production--and even longer, in the case of many products, such as coffee, fruits, nuts, rubber, etc.

The high prices resulting from shortages encourage excess planting.

c. The benefits, of satisfactory prices for farm products to the farmer, far outweigh the direct benefits accruing to him from the receipt of "allotment" checks.

d. The dangers of direct price-fixing, especially for an export market, subject to the world price, whether of raw materials directly exported or those used in processing goods for export.

i. It encourages new production: cotton, coffee, sugar, rubber, copper, etc.

ii. Substitution: rayon, synthetic rubber, reworking of old rubber, etc.

iii. Competition is among industries as well as individual; hence, alternatives are turned to: luxuries vs. necessities, vegetables and fruits vs. wheat, sugar products vs. tobacco, etc.

e. The broader social considerations: the necessity of producing enough for American standards of living.

A decent subsistence level, at the price of the general income level, and as determined by domestic scientists and dieticians, is the objective.

f. The long-run economic objective is constantly increasing volume of production at constantly decreasing price.

i. These two factors mutually affect each other.

(a) Lower prices stimulate demand and absorb increased production.

Especially where a world market price prevails, without any monopoly influence.

(b) Increased production makes possible reduced unit costs.

Labor costs can be reduced provided food and other prices warrant.

ii. The problem of determining when the present program of sustaining prices may be converted into the long-range policy.

(a) Cooperation of industry necessary.

(b) The need of a change in farmer psychology.

iii. The problem of determining at what rate production shall be speeded up and prices be lowered.

(a) The importance of the rate rather than the level at which prices may be.

(b) Human intelligence should be able to supplant the control factors now exercised by insects and the weather.

The price of anything is "what it will fetch" in a market;

Management and costs must be accommodated to this;

Volume must be pointed to human needs and to prices which imply farm solvency, and not to maximum production and sales.

3. The capital problem: farm debt.

   a. The capital value of a farm is a derivative of its net earnings, and not vice versa.

      i. The problem of "net" earnings: the amount remaining after deducting all costs, including interest and wages.

      ii. The difficulty of determining subsistence income: products consumed on the farm.

         Offset: labor of wife and children.

   b. The mortgage problem.

      i. In 1932 and 1933, economists and business men were agreed that farm debts must be scaled down or prices raised.

      ii. Changing attitudes toward "debt".

         Formerly, "to be in debt" was a disgrace; now, it means buying a tractor or automobile, or something which will make the farm more productive or attractive.

      iii. The necessity of conserving the equity, preferably to the farmer.

         By 1923, half of Montana's wheat farmers had lost their farms.

      iv. The interest rate cannot compete with that of industry and commerce.

         (a) Rome, an agricultural country, was not productive enough to sustain the expenses of the empire.

         (b) Various rates obtained during the Middle Ages: princes, towns, shipping, trade, farming.

         (c) In the late 1920's, rates on speculative loans made commercial loans impossible.

         (d) The interest rate on farm mortgages must be less than agricultural productivity.

      This is a function of investment or savings banking.

   c. Financing annual crops or livestock is a matter of commercial banking.

i. The danger of converting what is essentially a short-term loan into a long-term loan.

ii. The bank is a credit agency primarily, and not only a place of deposit.

4. In order to secure these economic objectives, Agriculture-- an individualistic economy-- finds itself compelled to cooperate with Government.

a. Only a political government, responsible to the electorate as a whole, can effect a social balance among major social groups.

i. The tariff as an instrument for effective balance: encouragement of industry.

ii. Interstate Commerce Commission and Federal Trade Commission to protect shippers and consumers and to control competition.

iii. Interrelation of industry and agriculture, especially in regard to purchasing power and price stabilization.

An approximation to "parity" admitted as desirable by Chamber of Commerce in 1933.

b. Social planning.

i. Functional balance.

The encouragement of industry during the 1920's.

ii. Territorial balance.

Decentralization of industry, administrative as well as regional; part-time farming.

iii. Balancing the production of capital and consumers' goods.

Relative stability of demand for latter.

There has, in recent years, been a rapidly growing consciousness, among farmers, of the importance of the economic factors in agriculture. Henry Wallace: "But we must be prepared to go beyond technical agriculture and engineering and even economics into a new realm which none of us yet senses: Land Planning, Production Control, Conservation of Life".

III. Agricultural Development in the Future will be characterized more by Social Organization and Social Objectives--the need of a mental adjustment.

D. Social Organization--Economic Democracy.

Jefferson had in mind the establishment in this country of an agrarian democracy.

1. The corporation has become the most powerful practical economic unit, in industry, commerce, transportation, power, communication and banking.

a. In size of property assets, many of these are comparable with the States.

b. Centralization of management control makes these the most powerful economic units.

i. Financial borrowing.

ii. Labor: "hiring and firing", promotion.

iii. Sales promotion.

iv. Purchasing of raw materials.

c. Is the corporation form adaptable to agriculture?

i. It involves absentee landlord and tenant set-up; the danger of exploitation and depletion of the land.

ii. Henry Wallace: "Agriculture is essentially a small-unit business, and socially should be kept so... There has been serious danger that the American farmer was becoming a peasant class".

2. The trade association--industrial and commercial--is becoming increasingly important.

a. Barred by the Sherman Act from conspiracy to:

i. Reduce production.

ii. Restrain competition.

iii. Control prices.

b. It has been permitted to:

i. Gather and disseminate information on production, stocks and sales.

ii. Adopt uniform accounting methods.

iii. Engage in sales promotion.

c. Under the NRA codes, it was encouraged to:

i. Control production.

ii. Regulate competition.

iii. Establish open-price policies.

Analogy to the Mediaeval Guild:

a'. Voluntary membership vs. compulsory and exclusive.

b'. Both had a functional, not territorial, jurisdiction; commodity, not regional.

In agriculture, commodity production follows regional, not state, boundaries.

c'. Guild difficulties.

i'. Monopoly control at a nodal point: exporters, raw materials.

ii'. Routing goods through the traditional processing and commercial channels, instead of introducing more efficient methods.

iii'. Fixing prices, thus encouraging new production, substitutes and industrial competition.

iv'. Exclusive membership, with too rigorous apprenticeship.

A modified trade association form of organization is available to agriculture; some "rugged individualism" must give way to social organization.

a. Marketing cooperatives.

This form of organization does not necessarily imply efficiency.

i. Grading and sorting enhance the market value.

ii. Choice of outlets and trade contracts are more advantageously made.

iii. Better choice of time of marketing; storage.

b. Purchasing cooperatives.

Arrangement for credit.

c. Production control: adjustment.

i. Limitation or increase of amount.

ii. A balanced program, involving rotation of crops, for regional and county units.

4. The Farm Program -- "Agricultural Democracy".

a. Decentralization of government.

i. Powers not specifically delegated to the Federal Government are reserved to the States "and to the people".

ii. Regional planning.

Economic, and not necessarily coterminous with geographic boundaries of political states.

iii. The crop-allotment plan.

(a) This is a producers' problem, because of the inelasticity of the market.

The relation of the processor: textiles, milling, meat packing.

(b) The farmer referenda on wheat, cotton, corn-hogs, tobacco.

(c) The county control committees.

(i) Elected by the farmers.

(ii) Expenses paid out of county allotments

(iii) Determine allotments.

(iv) Execute the program.

(v) Act as a board of review.

b. Gathering and disseminating of statistical information as a basis for sound planning.

i. "Knowledge is power".

The importance of information regarding market demands, stocks on hand, and production.

ii. The dangers of statistical information.

(a) Knowledge does not always imply wisdom in its use.

(b) The information may be used more by people other than those who paid for it or for whom it was gathered.

(c) The time element; especially where there is a production lag, as in agricultural crops, statistical evidences of shortages encourage excess planting.

(i) Annual crops.

(ii) Long-range planting--coffee, rubber, fruits and nuts.

c. Discussion as a part of Democracy.

i. Discussion as a vicarious form of behavior.

(a) Walter Bagehot's "Physics and Politics": in Ancient Greece and 19th Century England, political discussion was more economical than experimental activity.

(b) It was the discussion in the small Greek states which whetted the intellect so as late to produce great works of art--architecture, drama, poetry--science and philosophy.

ii. The county discussion programs are economic replicas of the political New England "town meetings".

iii. The Pragmatic basis: "we learn to do by doing".

The behavior of human beings, toward objects or in events, contributes to an understanding of them.

Jeffersonian Democracy, based on agriculture, vs. Hamiltonian Nationalism, based on finance, industry and commerce.

E. Social Dynamics -- the Concept of "Progress".

1. John Bury: "The idea of 'Progress' is only a century old".

a. Previous conceptions:

i. Jewish-Christian: the Garden of Eden and the subsequent fall of man.

ii. Western Paganism: the original Golden Age and later decline.

b. The Encyclopaedists of Pre-revolutionary France.

i. Everything could be known; reason is paramount.

ii. All knowledge can be converted into books.

iii. Knowledge and reason can control human destiny.

iv. The millenium of human excellence is near at hand.

The "Moderns" vs. the "Ancients".

c. The future as the objective of social perfection.

i. The history of the United States as a "land of destiny"--Bancroft.

ii. Science and "control".

iii. Utopias and the Constitution.

iv. Philosophy and "Value".

2. The kinds of "Progress".

a. Material.

i. Bodily comforts -- John Stuart Mill and the Utilitarians.

ii. Science and Invention -- the Industrial Revolution.

iii. Economic "Prosperity".

b. Social - the ideals of the "Utopias" of Plato, Thomas More, Francis Bacon, Campanella, Bellamy and Butler.

i. Self-government as an ideal -- in politics, economics, society.

ii. Increasing size of social unit: family, tribe, state, nation, international.

iii. The employment of "higher" sanctions -- such as conscience, reason, duty -- rather than physical force or economic penalties.

iv. The cultural life as the objective of society.

c. Cultural.

i. Art, literature, religion, science, etc.

ii. A "way of life", and not mere physical production or economic prosperity, is the objective of agricultural activity.

3. "Progress" as the key to History.

a. The early chronicle. Mediaeval.

b. Religious and spiritual forces -- Shailer Mathews.

c. Political and military events.

i. The patterns of Greece and Rome -- Grote and the German Historians.

ii. The rise of monarchies and the theory of the "great man" -- Carlyle.

iii. The French Revolution and Napoleon.

iv. American History -- presidential administrations, and wars.

d. Physical causation -- Ratzel, Huntington.

i. Topography -- Greece, Rome, England, U. S. A. and China.

Strategy of British in American Revolutionary War, and of Grant and Sherman in Civil War.

ii. Geographic location.

American "isolation".

iii. Climate.

Primacy of temperate zone; diversity in U. S. A.

iv. Race.

e. Economic factors -- Beard and the Columbia School.

i. Raw materials and international relations.

ii. Location of industry near sources of power.

iii. Population trends and concentration as market indexes.

This factor may not be basic, but it is more cogent than the physical.

f. Sociological factors -- Graham Wallas, "A. E."

i. More comprehensive -- emphasis on the mass of mankind.

ii. Emphasizes technological phases of science.

iii. Stresses the diversity of social groups -- political, military, religious, economic, professional, social, cultural, etc.

F. Human Values -- An Adequate Social Philosophy.

1. Historical retrospect -- great ages, great men, great objectives:

a. Perikles and Athens.

Architecture, Democracy, Literature and Philosophy.

b. Augustus and Rome.

Peace, Law and Government, Public Works.

c. The Middle Ages.

Religion, Guilds, Art and Architecture, Chivalry.

d. Elizabeth and Louis XIV.

Discovery and Exploration, Literature, Monarchial Government, the Common Law and the Napoleonic Code.

e. Victoria.

Literature, Music, Political and Religious Democracy, Science and Invention, the Industrial Revolution, Empire, The Family.

f. The United States.

Federalism and the Judiciary, Jefferson and Agricultural Democracy, Transportation and Communication, Industrialism, Education, Religion, Art and Music.

2. Transition Periods.

a. The decline of Athens after Peridles.

i. Perhaps due to a change in the racial character of the Greeks.

ii. The treasury of the Athenian Confederacy had been exhausted by public works and war.

iii. The energies of Greece were turned to military conquest under Alexander the Great.

iv. The rise of Rome.

b. The decline of the Roman Empire.

i. The expenses of public works, the military organization and the administration of law could not be sustained by an agricultural society.

ii. Infiltration of non-Romans into the army, the government and business.

iii. The rise of Teutonic civilization.

c. The breaking up of Feudalism and the Guilds.

i. Invention of gunpowder made the footsoldier an equal of the knight.

ii. Invention of the compass encouraged discovery and exploration.

iii. The use of bills of exchange, instead of metal and coin, stimulated commerce.

iv. The concentration of capital, and the lending of it for foreign conquest in return for monopoly there, broke up the mediaeval guilds.

v. Invention of the printing press brought in the "new learning" and overthrew the old religions and social traditions.

d. The overthrow of "divine" monarchies.

i. Rousseau and Voltaire, and the French Revolution.

ii. The supremacy of Parliament in England.

iii. The American Revolution.

e. The passing of the Victorian Age.

i. A break up of family life and of personal morals.

ii. A secularization of religion.

iii. Increased speed of transportation and communication.

iv. Disillusionment regarding leaders: political, military, business, social.

v. Concentration of wealth and economic power as a result of the Industrial Revolution.

vi. Technological unemployment.

The resulting psychological effects -- fear, anger, despair, hatred -- afford ground for mob violence and extreme social theories.

3. The need of the balancing of interests.

a. Church and State.

Richelieu, Bismarck, Newman.

b. Religion, and Morals and Art.

Henry Adams.

c. Law and Business.

i. Laissez faire.

ii. Restrictive legislation --Sherman Act, Interstate Commerce Act, Clayton and Federal Trade Commission Acts, Federal Bankruptcy Law.

iii. Cooperation between Government and Business.

The "New Deal".

d. Agriculture and Industry.

i. Jefferson -- agricultural democracy.

ii. Hamilton -- commercial aristocracy; the tariff.

The 1920's -- Andrew Mellen and the stimulation of industry, with labor and agriculture as derivative beneficiaries.

iii. Interrelation -- the concept of "parity".

Chamber of Commerce admitted the justice of this in 1933.

(a) There is a fundamental antagonism between these two interests; i.e., agriculture and industry.

(i) The Farm Block of the 1920's was never able to be reconciled with the American Federation of Labor; the former was interested in lower prices of manufactured articles.

(ii) The industrialist is interested in lower prices of farm products, not only as raw materials for processing but also as food, clothing and shelter costs of laborers.

(b) Partial adjustments can be made; complete deflation unnecessary on either side.

(i) The farmer has his subsistence, and the mortgage situation is clearing up.

(ii) The manufacturer is nearer the market, the objective of business activity.

The need of converting the psychology of Americans from production problems to marketing outlooks.

Henry Wallace: "There should be a fair sharing -- 'parity' -- of farm, industrial and commercial income -- the fruits of productive activity -- in wages and incomes".

Ames, Iowa, Statement: "It is recognized that agriculture has the definite responsibility of supplying raw materials -- for food, clothing and shelter -- in sufficient quantity, of good quality, with regularity, and at a reasonable cost. It must also be recognized, in a society based upon ideals of democracy, justice and freedom, that the standard of living and the well-being of our agricultural population should compare favorably with those potentially available to persons engaged in non-agricultural enterprises requiring comparable investments of capital, labor and intelligence: an environment favorable to the development of a high type of citizenship, intelligent, well-trained, economically self-respecting, and reasonably assured of its land tenure".

e. Internal balance within agriculture.

i. The debt structure, and the interest burden, should be kept within the bounds of agricultural productivity.

This productivity is low, relative to commerce, industry, finance.

ii. Conservation of the soil requires forest, fallow and grass areas to guard against erosion; and rotation, liming and fertilizing to guard against depletion.

iii. The "Ever-normal Granary" requires national, state and county planning, with the dietetic needs of the consumer as the objective.

4. Human Values.

a. Each individual should be working at what he can best do.

i. Plato's "Republic"; T. H. Green and "self-realization"

ii. Laissez faire; utilitarianism.

iii. Kant and Rousseau, and the concept of individual personality.

b. The home, in its management, should give evidence of expressing a socially acceptable standard of living and of representing the capacity of the farm owner properly to evaluate the lasting satisfactions of life.

i. Attractiveness: "Well planned shrubbery, a few walks, a lawn, a coat of paint, and a frequent cleaning of the premises can transform even a shack into a lovely cottage...Beauty of surroundings induces more beauty in the art of living".

ii. Comfortableness -- location, shade trees and shrubbery, proper drainage and air circulation, adequate heating, lighting, plumbing.

iii. Convenience -- relation of farm buildings and their interior arrangement for purposes of efficient routing; home furnishings.

iv. Healthfulness -- sound dietary methods, sanitary plumbing, drainage, screening.

v. Permanence of residence.

(a) The desirability of land ownership by the occupant.

(b) The leasing system should encourage permancy of tenure in order to further: good citizenship and neighborliness; attractive homes, sound farming methods, and a sense of moral security.

c. The community life.

i. Each group -- regional or functional -- should be so organized for a common purpose as to perform its function: to produce and distribute a particular commodity most effectively.

ii. The importance of good roads, for transportation and mail delivery, as well as for ready access to towns and hospitals; and of good telephone service.

iii. The development of a community interest in: health, education, recreation, religion, artistic production, charity.

Especially now that the nation has progressed from an "economy of scarcity" to a potential "economy of plenty".

iv. Securing for education the best teachers and materials and a proper balance between cultural and practical subjects in the curriculum.

Especially for adult education.

Every individual and each group must become conscious of its part in promoting, as well as participating in, the public welfare.

The State, the Church, the School and University, the Economic or Professional Group, the Community, the Social Club.